



## *Report to the Auburn City Council*

Action Item

Agenda Item No.

14

City Manager's Approval

**To:** Mayor and Council Members  
**From:** Councilman Keith Nesbitt  
**Prepared By:**  
**Date:** Jan. 10, 2011  
**Subject:** Amgen/Tour of California

### The Issue

Shall the Auburn City Council Hear an update from the Local Organizing Committee (LOC)

### Conclusion

The City Council shall hear an information presentation from members of the LOC.

### Background

In October, Auburn was awarded a stage start for the 2011 Amgen/Tour of California. On Oct. 8<sup>th</sup> the City Council approved the "Formal Agreement" with Amgen for the logistics and commitments involved in the stage start. The LOC has been meeting regularly to begin the task of organizing a successful event.

On Dec. 13<sup>th</sup>, the council approved a \$5,000.00 loan to the LOC to help provide seed money for the initial costs associated with sponsorships, marketing, and merchandising. At the council meeting, several members of the council indicated that they would have been more comfortable if they had seen the budget, marketing plan, etc.... prior to making the decision. At the Dec. 16<sup>th</sup> LOC meeting, Councilman Nesbitt asked the committee members to be prepared to make a brief presentation to the council on the progress the committee has made to date.

### Alternatives Available to Council:

Elect not to hear the informational item.

### Fiscal Impact

n/a

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